

## BALBOA VILLAGE BUSINESS IMPROVEMENT DISTRICT FISCAL YEAR 2010-2011 ANNUAL REPORT

This is the annual report for the fifteenth year of the Balboa Village Business Improvement District, as required by Section 36533 of the California Streets and Highways Code.

### 1) Proposed Changes to the District Boundary

There are no changes proposed to the district boundaries

### 2) Improvement and Activities for the Fiscal Year of July 2011 to June 2012

The following are activities planned for the new fiscal year:

#### Website

The district has an established website, [balboavillage.com](http://balboavillage.com), listing each of the merchants within the district and containing information relative to visiting the district and its environs. Sections on history and special events are also featured. Other Internet advertising opportunities will be explored, including the use of social marketing and smart phone label scanning to create interest and a mechanism to determine advertising efficiency.

#### Holiday Events and Decorations

The District hangs bows and wreaths during the period between Thanksgiving and Christmas, and has begun a tradition of a community holiday tree lighting and window-decorating event by the children of Newport Elementary School.

#### Special Events

Three special events are being planned to help promote the Village as a recreation, shopping, and dining destination. A third annual Ensenada Race Kickoff event, in conjunction with the Nautical Museum, is scheduled in April: support of the Fun Zone Tuesday programs instituted by local merchants will be implemented, and a celebration of the 75<sup>th</sup> anniversary of the Fun Zone is slated to begin in September.

#### Memberships

Membership in the Newport Beach Chamber will be renewed.

#### Parking Lot Upgrades

The District will continue reimbursing the City for excess costs for building an entrance sign and up lighting in the Palm parking lot. This is estimated to be \$15,000 or so dollars paid over 10 years. \$1,500 was paid in the last fiscal year.

#### Advertising

A reprint of the brochure advertising the Balboa area is planned, with distribution through Certified Folder Company in the off season months..

### Banner Program

The District has contracted with a display company to fly banners from the light standards on Balboa Avenue during the summer season to create a sense of place and destination. This program will be expanded to include double the amount of banners hung from last year.

### Annual Meeting

An annual meeting will be scheduled in late April and the BID will provide refreshments.

### Administrative Costs

The District keeps an Errors and Omissions insurance policy in force to protect the volunteers on the Advisory Board. Bank service charges are also anticipated.

### Newsletter

A newsletter will be distributed to every merchant on a quarterly basis will inform them about programs and participatory events during the year.

- 3) The cost of these activities are projected as follows:

Website	\$9,000
Parking Lot Upgrades	\$1,500
Holiday Decorations	\$7,600
Special Events	\$4,500
Memberships	\$500
Annual Meeting	\$500
Advertising	\$7,500
Banner Program	\$3,500
Administrative Costs	\$1,900
Newsletter	<u>\$1,000</u>
TOTAL	\$37,500

- 4) The method and basis of levying the assessment shall be as follows:  
The benefit assessments will be collected by the City in one installment. The benefit assessment shall be equal to one hundred percent (100%) of the City's annual business license fee as established pursuant to Chapter 5.08 of the Municipal Code. The penalty for delinquent payments shall be equal to that established for delinquent business license fees pursuant to Chapter 5.08 of the Municipal Code, providing that the penalty amount added shall in no event exceed one hundred percent of the assessment amount due. Individuals with more than one business entity within the assessment boundaries shall only be required to pay the District assessment for the largest business, shall be exempt from assessments on additional businesses within the District, and shall continue to pay required business license fees in accordance with Chapter 5.08 of the Municipal Code. Banks and financial institutions that are exempt from City business license regulations shall be assessed \$500 per year. Insurance

agencies that are exempt from City business license regulations shall be assessed \$250 per year. Persons operating in one of the following types of businesses, as an independent contractor in an establishment owned by another person shall be exempt from this assessment:

1. Hair stylists
2. Nail technicians
3. Real estate agents

Assessments shall be collected in one annual installment at the beginning of the fiscal year, and be pro-rated for new businesses that open during the fiscal year.

- 5) Surplus Carryover from Fiscal Year 2010-2011  
It is estimated approximately \$1,500 will be carried over from Fiscal Year 2010-2011 to Fiscal Year 2011-2012.
- 6) Sources of Contribution from other than levy:  
The district estimates that there will be approximately \$14,000 contributed to the BID from the City of Newport Beach. There may also be less than \$1,000 from entry fee proceeds from the Art Fair held in April.
- 7) Past Year Accomplishments

The Fiscal Year of 2010-2011 was a successful one for the District. The BID instituted and completed the following projects:

- Continued holiday décor program, including a community holiday tree and storefront painting by Newport Elementary School students.
- Distribution of promotional brochures to local/regional hotels
- Sponsored a celebration in conjunction with the Nautical Museum the weekend before the start of the NOSA race.
- Maintained and redesigned the website
- Provided clean up bags for residents walking their dogs
- Participation with Newport Harbor Chamber of Commerce and Visitor's Bureaus of Newport Beach and Anaheim/Orange County
- Contributed to the installation of the way finding signs to be located throughout the City
- Provided D&O insurance to the board of directors
- Held the Annual Meeting in late April 2011
- Hung banners along Balboa Boulevard during the summer season
- Advertised in various print publications and brochure distribution.

The merchants of the Balboa Village want to thank the City Council for their financial support and efforts on behalf of the BID.

**Balboa Village  
Business Improvement District  
Priorities and Budget Outline  
July 1, 2010 – June 30, 2011**

Funds Available FISCAL FY End 2010 - 2011	\$1,500
Funds to be Collected FY 2011-2012	\$21,000
Anticipated Matching Funds from City	\$14,000
Anticipated Funds from Special Event	\$1,000

<b>Total Available Funds</b>	<b>\$37,500</b>
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<u>Priorities</u>	<u>Amount</u>
Website	\$9,000
Parking Lot Upgrades	\$1,500
Holiday Decorations	\$7,600
Special Events	\$4,500
Memberships	\$500
Annual Meeting	\$500
Advertising	\$7,500
Banner Program	\$3,500
Administrative Costs	\$1,900
Newsletter	\$1,000

<b>TOTAL EXPENDITURES</b>	<b>\$37,500</b>
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